

ALL Companies Have Intellectual Property Assets
Are you working yours to the best advantage?

March 25, 2008
1:30 to 3:30 p.m.
Bozeman Chamber of Commerce Conference Room
2000 Commerce Way
Bozeman, Montana

Yes – ALL companies have intellectual property (IP) assets! This is not just a matter of new inventions and patents. If you don't fully understand your IP or how to leverage its competitive value, this session is for you. Companies will be guided from a business perspective to identify and protect their IP inventory, and to integrate IP strategies into ongoing management and decision-making processes.

This session begins with a presentation by IP specialist, Marti Elder. The goal is to create an understandable foundation in the subject matter that can be used in the interactive round-table discussion that follows. Be prepared to explore IP questions, planning, and value-building techniques. Do you have good answers and business practices for the following questions?

- What are you doing to protect and make money from your domain name, logo, product names, website, and marketing materials?
- Are you properly protecting inventions that occur (sometimes spontaneously) in your workplace?
- When you present new products and services to the outside world, have you taken precautions to preserve your ownership and value?
- Are your IP protection and value-building efforts meeting the long term expectations of your investors and other stakeholders?
- Have you explored creating a new revenue stream out of methods or materials that were developed for in-house use?
- Do you have a good grasp on your IP rights under a federal contract, or when partnering with a University?

The second half of this seminar will be presented by Bozeman attorney, Richard Conover, who will discuss the legal aspects of protecting your IP. He will discuss:

- The legal process of obtaining a patent, copyright, or trademark
- Financial and business factors to consider before you file for protection
- How to license or transfer property rights in your technology

Presenter: Marti Elder has teamed up with companies for over 25 years to guide their business strategies and commercialization efforts.

Elder's background in technology-based business management took shape in the Montana R&D industry as the business director of YES Technologies. During her tenure, YES achieved several million dollars of Small Business Innovation Research funding; prosecuted dozens of U.S. and foreign patents; and negotiated licenses for their proprietary mining, packaging, software and sensor technologies. As an accomplished technology transfer and SBIR consultant, and a licensing manager serving federal defense laboratories, Marti Elder assists clients to maximize the potential of their intellectual property. More about her services can be found at www.martielder.com.

Presenter: Richard Conover is an attorney with over 37 years practicing in the intellectual property field. Richard graduated with a B.S. and M.S. degree in engineering from the University of Nebraska and obtained a J.D. degree from Cornell Law School. Richard practiced in New York City in the intellectual property field for 10 years and moved to Montana in 1981, opening a practice specializing in intellectual property law. Richard was a member of the Montana Governor's Science and Technology Board from 1985 to 1989. He also has given numerous lectures on intellectual property law and professional liability and was an adjunct professor at Montana State University teaching a course entitled "Law for Architects and Engineers."

Cost: \$55

Registration: https://app.mt.gov/cgi-bin/confreg/register/index.cgi?CONFERENCE_ID=1922

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